

ORDER



Orders
Order / Rev: 53166
Alt Order #:
Product Desc: ESTIMATE 11757
Estimate: 11757
Flight Dates: 09/10/12 - 09/16/12
Original Date / Rev: 08/29/12 / 08/30/12
Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	47	\$8,850.00	\$7,522.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	47	\$8,850.00	\$7,522.50	0.00
Totals	47	\$8,850.00	\$7,522.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/10/12	09/14/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	11111--			5		\$50.00		0.00				
E 2	KTVX	09/10/12	09/14/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11-11--	:30	4	\$95.00	P-3	0.00	NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	11-11--			4		\$95.00		0.00				
E 3	KTVX	09/10/12	09/14/12	Good Morning America GMA 7a-9a	CM	7a-9a	111-1--	:30	4	\$130.00	P-3	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	111-1--			4		\$130.00		0.00				
E 4	KTVX	09/13/12	09/13/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	---T---	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---			1		\$125.00		0.00				
E 5	KTVX	09/11/12	09/14/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	-11-1--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-11-1--			3		\$250.00		0.00				
E 6	KTVX	09/10/12	09/14/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	11111--			5		\$165.00		0.00				

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Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 11757
 Estimate: 11757
KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KTVX	09/10/12	09/14/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--					5	\$165.00		0.00			
E 8	KTVX	09/10/12	09/14/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--					5	\$165.00		0.00			
E 9	KTVX	09/10/12	09/14/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--					5	\$200.00		0.00			
E 10	KTVX	09/13/12	09/13/12	M-F 630p-7p M-F 630-7p	CM	630-7p	---T---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---					1	\$400.00		0.00			
E 11	KTVX	09/11/12	09/14/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	-1111--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1111--					4	\$400.00		0.00			
E 12	KTVX	09/15/12	09/15/12	ABC4 News at 10pm SaCM Sa 10p-1030p		10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$325.00		0.00			
E 13	KTVX	09/16/12	09/16/12	ABC4 News at 10pm SuCM Su 10p-1030p		10p-1030p	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$500.00		0.00			
E 14	KTVX	09/10/12	09/10/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$200.00		0.00			
N 15	KTVX	09/12/12	09/12/12	M-F 11p-1130p M-F 1103p-1133p	CM	1103p-1133p	--W----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----					1	\$175.00		0.00			
N 16	KTVX	09/10/12	09/10/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$150.00		0.00			
													Totals	47	\$8,850.00